

FIG. 1

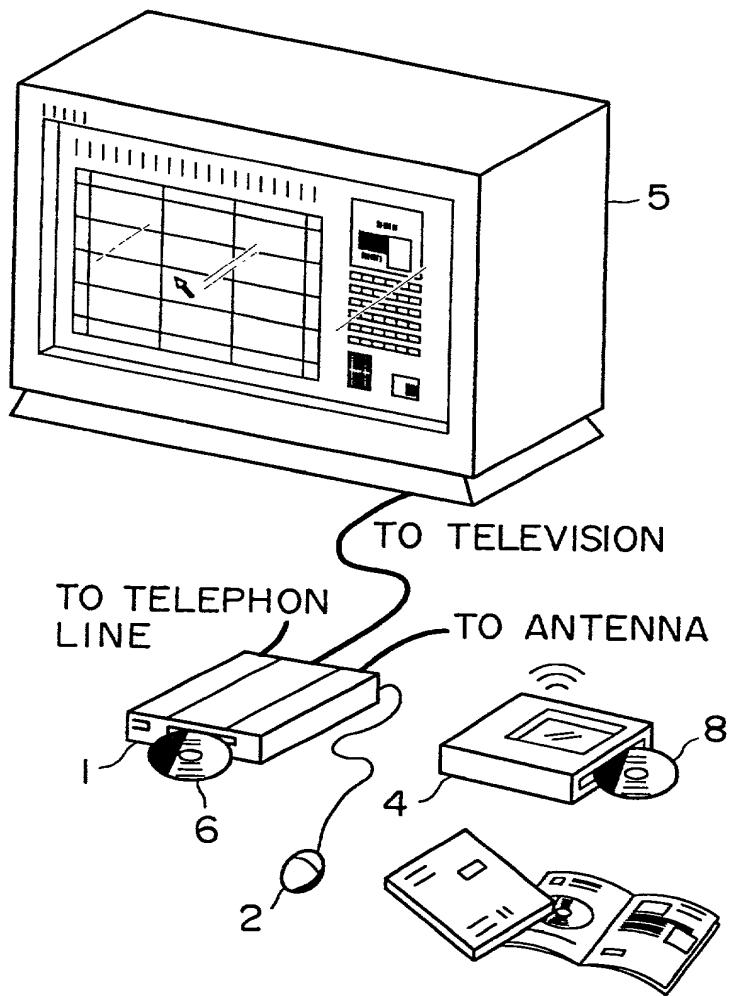


FIG. 2

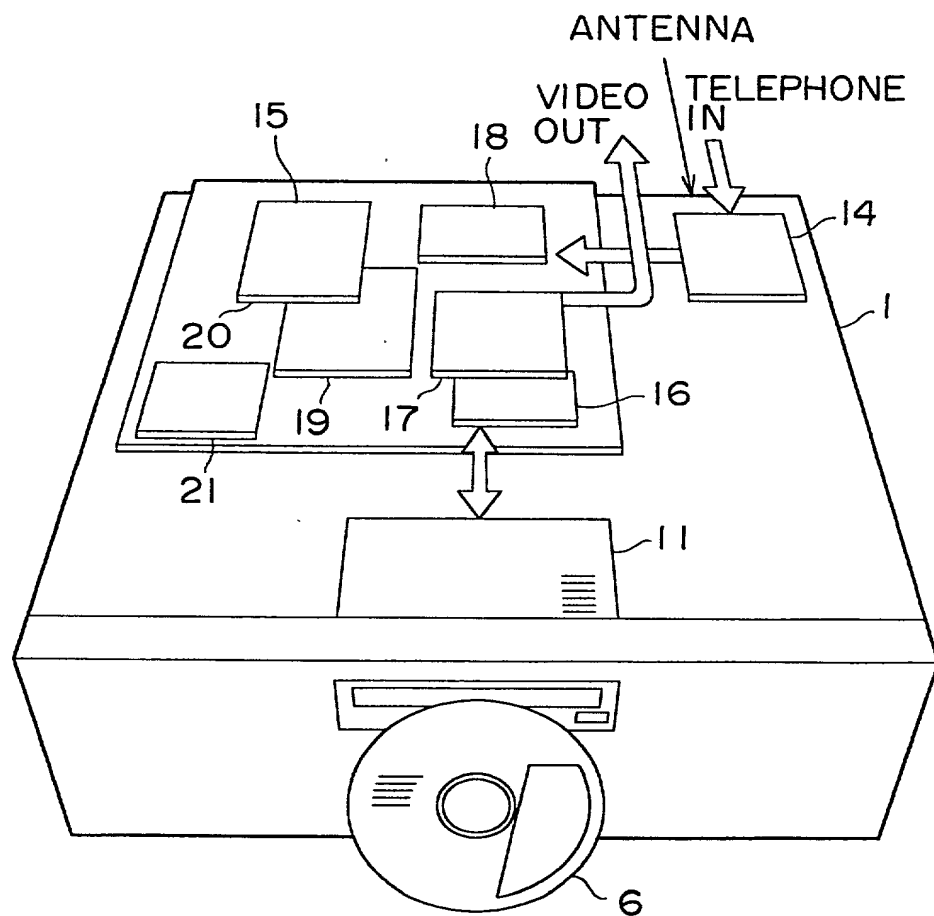


FIG. 3

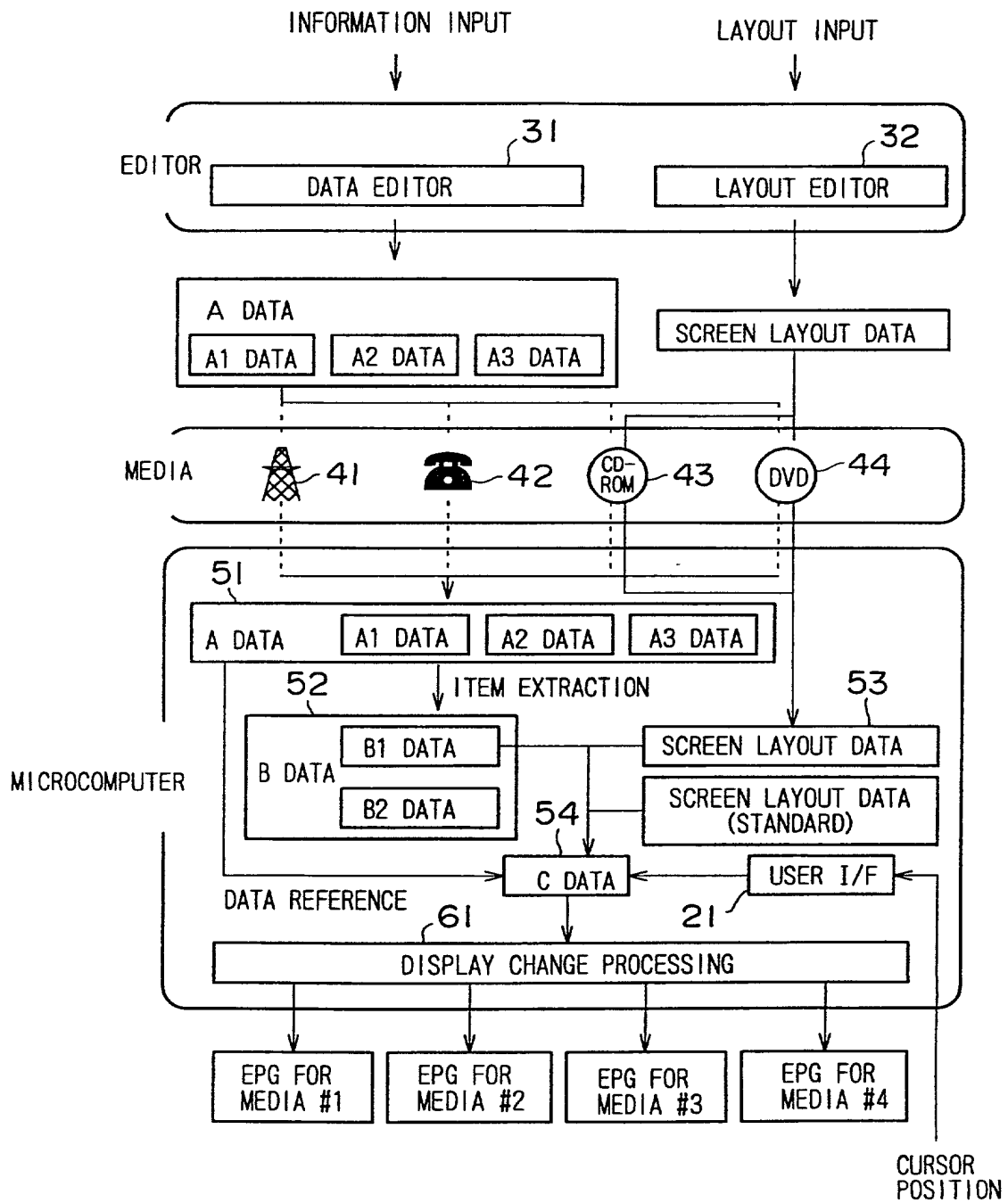


FIG.4A FIG.4B FIG.4C

A1 DATA
(FOR REGULAR
BROADCASTING
OR KEY STATION)

<A1 DATA TAG>
A1 DATA SERIAL NO.
A2 DATA SERIAL NO.
BROADCASTING DATE
START TIME
END TIME
BROADCASTING STATION
PROGRAM CATEGORY
BROADCASTING TYPE

(FOR RE-BROADCASTING
OR LOACL STATION)

<A1 DATA TAG>
A1 DATA SERIAL NO.
A2 DATA SERIAL NO.
BROADCASTING DATE
START TIME
END TIME
BROADCASTING STATION
PROGRAM CATEGORY
BROADCASTING TYPE

A2 DATA

<A2 DATA TAG>
A2 DATA SERIAL NO.
PROGRAM NAME
SUB TITLE
PERFORMER NAME NO.[0]
:
PERFORMER NAME NO.[N]
PROGRAM DETAIL INFORMATION NO.
STILL PICTURE NO.
VOICE NO.
MOVING PICTURE NO.

A3 DATA

<A3 DATA TAG>
PERFORMER NO.
PERFORMER NAME
PERFORMER INFORMATION

<A3 DATA TAG >
PROGRAM DETAIL INFORMATION NO.
PROGRAM DETAIL INFORMATION

<A3 DATA TAG >
STILL PICTURE NO.
STILL PICTURE

<A3 DATA TAG >
VOICE NO.
VOICE

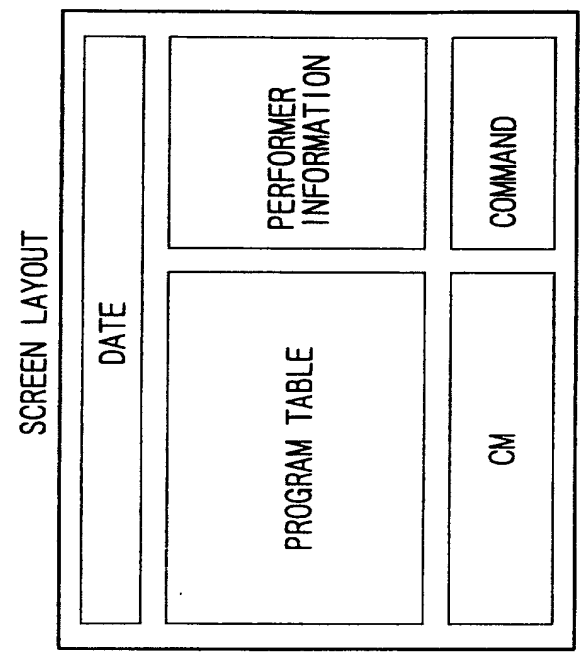
<A3 DATA TAG >
MOVING PICTURE NO.
MOVING PICTURE

EXAMPLE OF DATA(A DATA) OF ELECTRONIC PROGRAM TABLE

FIG.5A

B1 DATA		B2 DATA	
<B1 DATA TAG>		<B2 DATA TAG>	
B1 DATA SERIAL NO.		B2 DATA SERIAL NO.	
B2 DATA SERIAL NO.		B2 DATA CAPACITY	
BROADCASTING DATE		STACK #1	
BROADCASTING STATION		STACK #2	
0:00 PROGRAM FRAME		STACK #3	
0:10 PROGRAM FRAME		STACK #4	
:		:	
23:50 PROGRAM FRAME		STACK #N	

FIG.5C



EXAMPLE OF DATA (B DATA) OF ELECTRONIC PROGRAM

FIG. 6A

B1 DATA

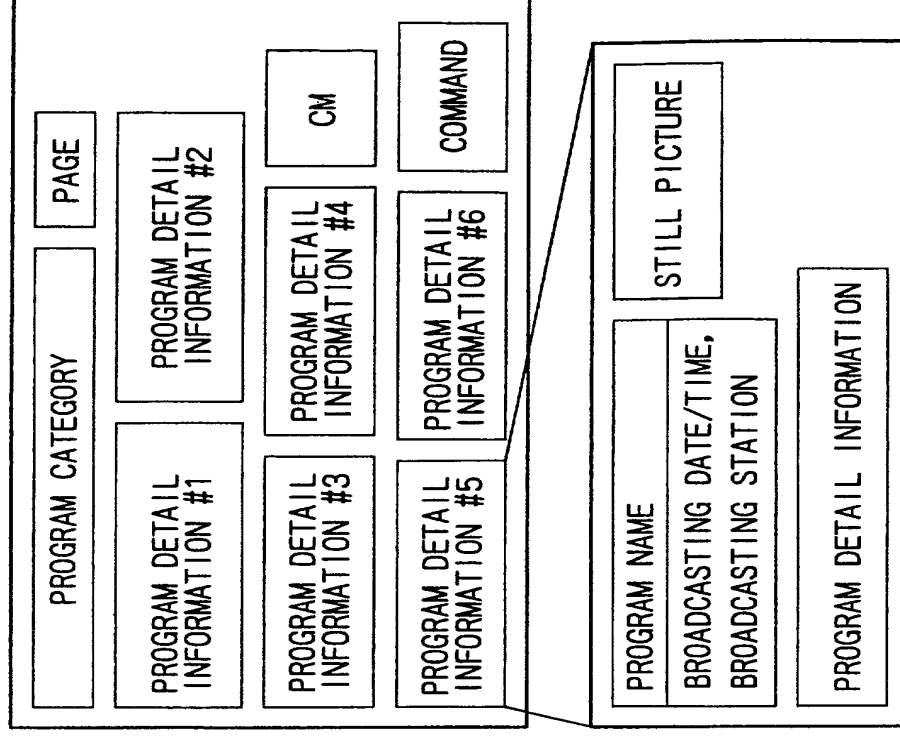
<B1 DATA TAG>
B1 DATA SERIAL NO.
B2 DATA SERIAL NO.
CATEGORY
PAGE
PROGRAM DETAIL INFORMATION #1
PROGRAM DETAIL INFORMATION #2
:
PROGRAM DETAIL INFORMATION #6

B2 DATA

<B2 DATA TAG>
B2 DATA SERIAL NO.
B2 DATA CAPACITY
STACK #1
STACK #2
STACK #3
STACK #4
:
STACK #N

FIG. 6B

SCREEN LAYOUT



EXAMPLE OF DATA (B DATA) OF ELECTRONIC PROGRAM

FIG. 7

EXAMPLE OF PROGRAM DETAIL INFORMATION

PROGRAM CATEGORY	PROGRAM DETAIL INFORMATION EXAMPLE
MOVIE	COMMENTARY, OUTLINE, SHOOTING LOCATION INFORMATION, RELATING INFORMATION (VIDEO), PREVIEW
SPORTS	COMMENTARY, RESULTS IN THE PAST, CURRENT SITUATION, PLAYER INFORMATION, SPORTS COMMENTARY
MUSIC	COMMENTARY, MUSIC NAME/TEXT, PREVIEW RELATING INFORMATION (CONCERT/ALBUM)
CULTURE	COMMENTARY, MATERIAL/HOW TO MAKE, PREVIEW RELATING INFORMATION (BOOK)
SHOPPING	COMMODITY EXPLANATION/LIST, APPLICATION DESTINATION
DRAMA (SERIAL)	COMMENTARY, OUTLINE, SHOOTING LOCATION INFORMATION, RELATING INFORMATION (VIDEO), INSERTED MUSIC INFORMATION, LAST INSTALLMENT OUTLINE, PREVIEW
DRAMA (SINGLE)	COMMENTARY, OUTLINE, SHOOTING LOCATION INFORMATION, RELATING INFORMATION (VIDEO), RELATING INFORMATION (INSERTED MUSIC)
NEWS	COMMENTARY, RELATING INFORMATION (KNOWLEDGE/LOCATION), WEATHER FORECAST, STOCK PRICE
CHILDREN'S PROGRAM	COMMENTARY, OUTLINE, RELATING INFORMATION (COMMODITY)
POLITICS · ECONOMICS	COMMENTARY, RELATING INFORMATION (KNOWLEDGE/LOCATION)
SCIENCE · EDUCATION	COMMENTARY, RELATING INFORMATION (KNOWLEDGE/LOCATION)
SPECIAL	COMMENTARY, RELATING INFORMATION
SHOW	COMMENTARY, RELATING INFORMATION (NEXT SHOW)

FIG. 8

B1NO.(BROADCASTING DATE)				
B1NO. (BROADCASTING STATION)	B1NO. (BROADCASTING STATION)	B1NO. (BROADCASTING STATION)	B1NO. (BROADCASTING STATION)	A3 PERFORMER NO. (PERFORMER NAME, PERFORMER INFORMATION)
B1NO. (PROGRAM FRAME)	B1NO. (PROGRAM FRAME)	B1NO. (PROGRAM FRAME)	B1NO. (PROGRAM FRAME)	
A3NO.(CM INFORMATION)				
COMMAND				

FIG. 9

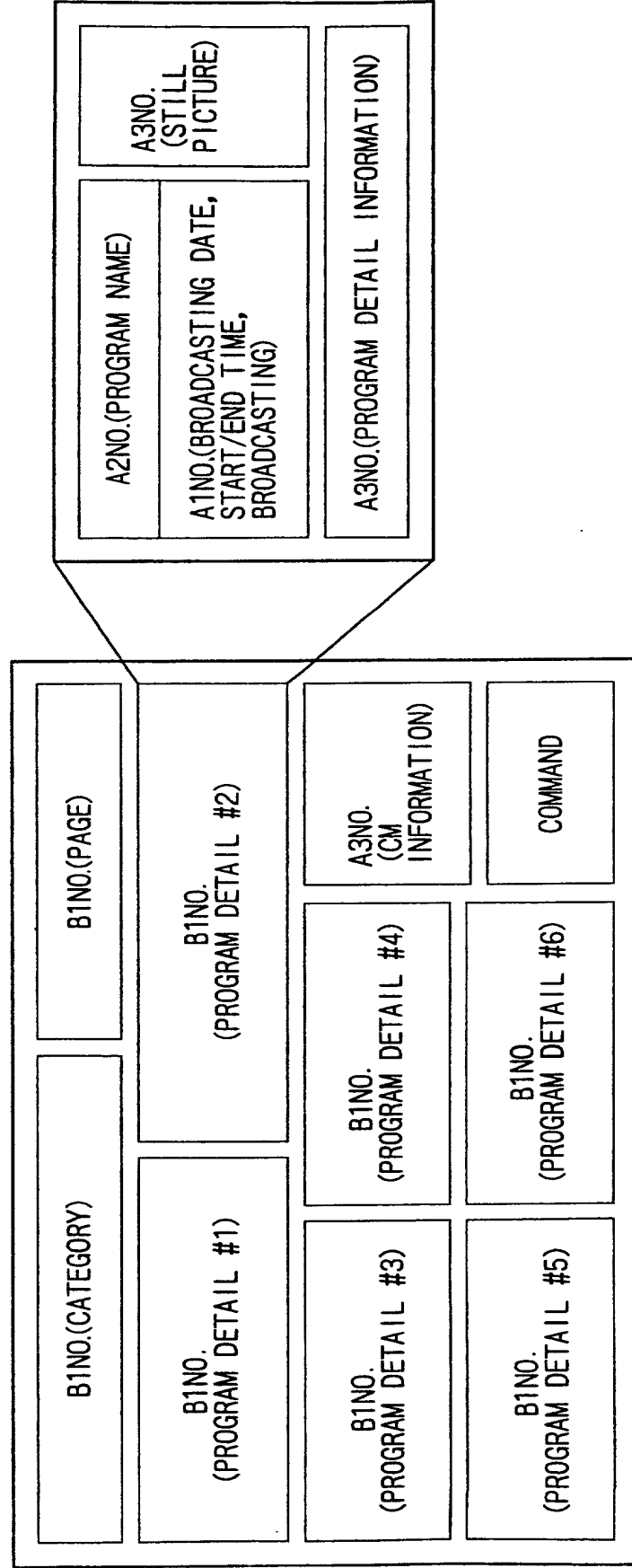


FIG. 11

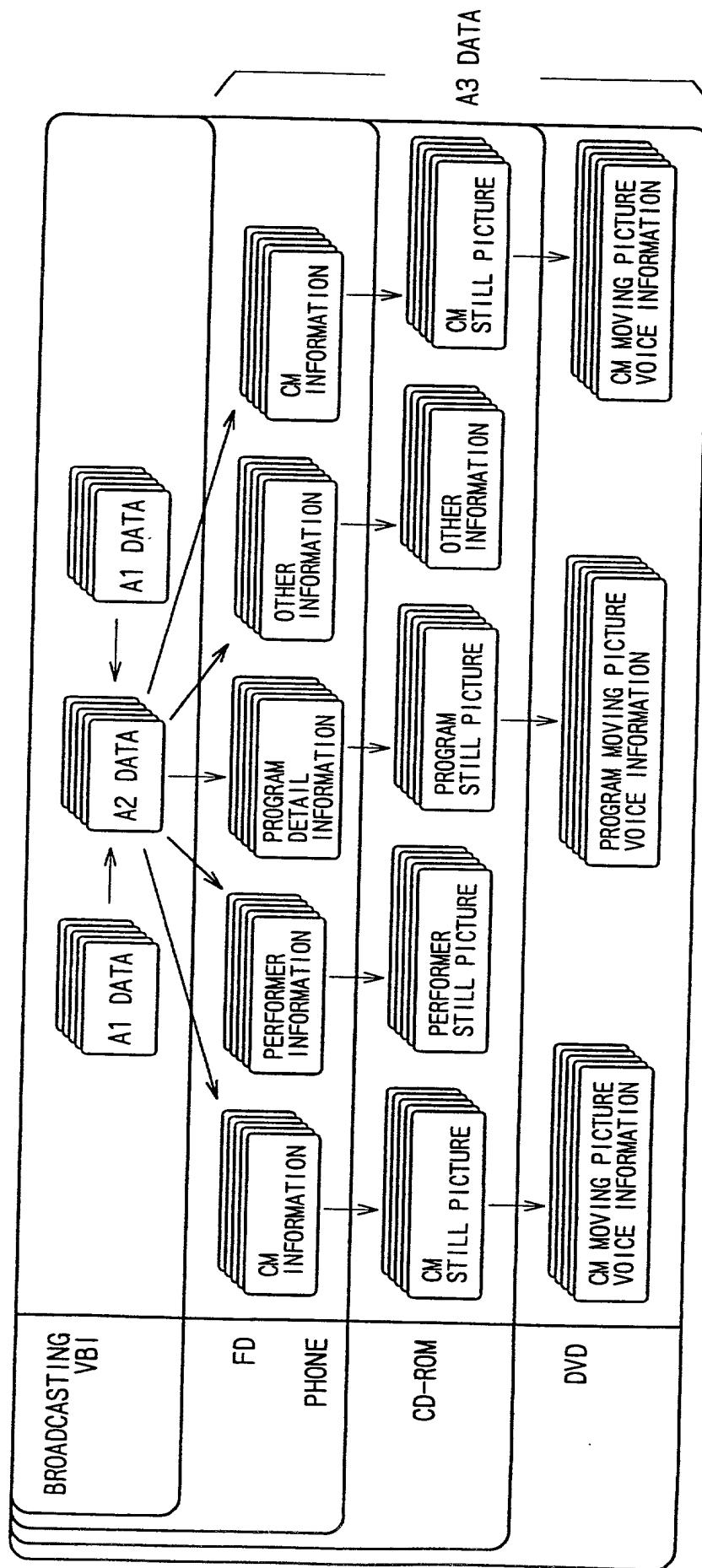


FIG. 12

A	B	C	D
SDTV	DATA	DATA	DATA
SDTV	HDTV	SDTV	EDTV
SDTV		SDTV	EDTV
SDTV		SDTV	